



# RTM2019

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# A LOOK BACK AT RTM 2018

- The 2018 RTM campaign reached 31.8M ad aware house holds and influenced 1.2M Utah trips.
- The Connected TV campaign was the first Tourism advertising campaign to track physical arrivals post ad exposure.
- Online, the campaign tracked over \$7.7M in hotel booking revenue, tracking more than 1.2M ad-exposed pageviews.
- The campaign generated \$26 in tax revenue for each dollar invested.
- \*\*SMARI recommends generating more overlap across advertising mediums.\*\*



# CONNECTED TV & ARRIVALIST

Arrivalist  
Control Group



6.7 visitors /  
1,000 Panelists

Arrivalist  
Target Group



9.1 visitors /  
1,000 Panelists

35.8%



ArrivalLift

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# RTM 2018 RECAP

	FEBRUARY				MARCH				APRIL					MAY				JUNE				JULY					AUGUST				SEPTEMBER					SPEND
	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	
<u>High Spenders Test</u>																																				
ONLINE TEST	<div></div>																																\$240,000			
<u>RTM 2018</u>																																				
NATIONAL CABLE	<div></div>																																\$3,258,233			
SPOT TV Las Vegas	<div></div>																																\$100,715			
CONNECTED TV Los Angeles, Phoenix, Las Vegas	<div></div>																																\$300,000			
OUT OF HOME Denver, Los Angeles	<div></div>																																\$217,866			
PRINT United Airlines Magazine	<div></div>																																\$81,659			
DIGITAL MEDIA	<div></div>																																\$1,400,000			
TOTAL SPEND:																																	\$5,598,473			



# THE NATIONAL PARK TRAVELER

- The mean age of the national park visitor is 46
- Core demo of Adults 25-54, 43%/57% Male/Female Skew
- Mean household income of \$114,151 exceeds the national average of \$86,133
- Educated, professional, family oriented with a wide range of hobbies and interests including the arts, politics, sports and food
- Active outdoors: hiking, biking, kayaking, camping, and rafting
- Generations span Millennials, Gen X and Boomers

Source: 2017 Doublebase GfK MRI



# MRI – DEMOGRAPHICS (AGE)

- **Families:** Anyone who is married and has a children under the age of 18.
- **Repeat Visitors:** Previous vacation travelers to Colorado and/or Utah
- **Achievers:** People who choose active vacations with lots to do on their travels.

	Families	Repeat Visitors	Achievers
A18-24	27	101	132
★ A25-34	173	104	122
★ A35-44	282	101	111
★ A45-54	113	119	101
A55-64	39	95	84
A65+	15	82	64

## MRI – DEMOGRAPHICS (GENDER & MEAN VALUES)

- **Families:** Anyone who is married and has a children under the age of 18.
- **Repeat Visitors:** Previous vacation travelers to Colorado and/or Utah
- **Achievers:** People who choose active vacations with lots to do on their travels.

	Families	Repeat Visitors	Achievers
Men	102	104	96
Women	98	96	104

	Families	Repeat Visitors	Achievers
Mean Age	41.5	45.6	43.0
Mean HHI	\$109,464	\$118,254	\$90,494



# MRI – VACATION ACTIVITIES

## Families

Activity	Index
Running/Jogging	142
Sightseeing	126
Visit Nat'l Park	126
Backpacking/Hiking	126
Visit cultural/historical site	125
Fishing	121
Skiing	121

## Repeat Visitors

Activity	Index
Skiing	1153
Backpacking/Hiking	629
Visit Nat'l Park	494
Visit a Spa	460
Bicycle Riding	353
Visit cultural/historical site	328
Fishing	271

## Achievers

Activity	Index
Running/Jogging	250
Skiing	215
Bicycle Riding	209
Visit a Spa	167
Backpacking/Hiking	165
Visit Nat'l Park	160
Fishing	144

# MEDIA PLAN RECOMMENDATIONS

- Make adjustments to last years campaign to further **narrow** in on our **target audiences**.
- Continued growth in Linear and Connected TV tactics and data collection.
  - SMARI Integration.
- Continue Online Advertising in Canadian markets.
- Retarget past visitors and recommend new travel itineraries.
- Continue to **innovate!**

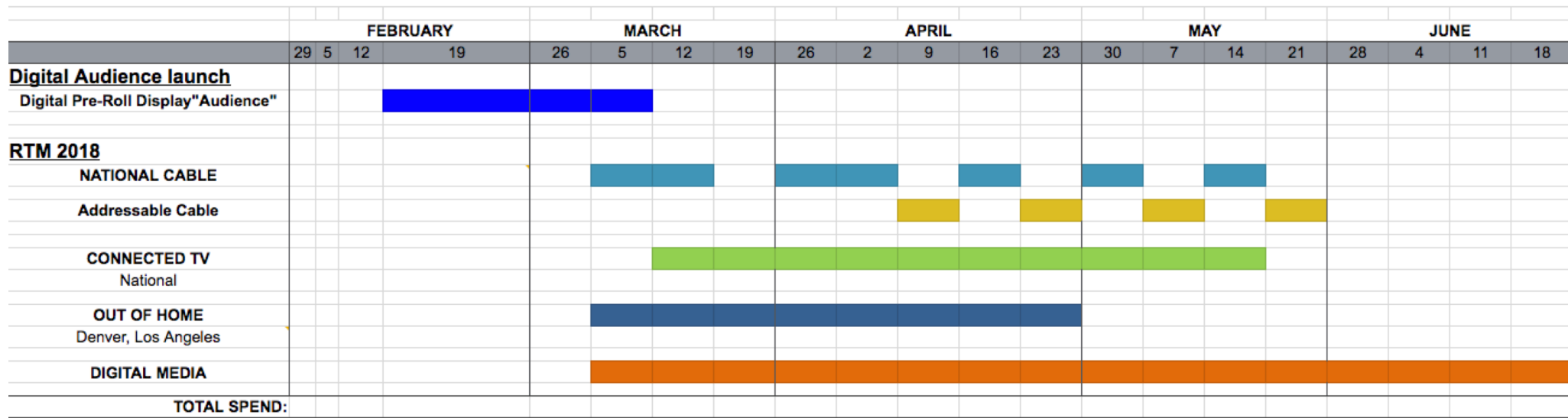
# BUDGET BREAKDOWN STRATEGY BIG DATA – ADDRESSABLE & CTV

Media	2018	2019	Difference	Media Percentage
National Cable	\$3,258,233	\$1,842,320	-43%	30%
Addressable Cable	-	\$500,000	-	8%
Spot TV	\$100,715	-	-	-
ConnectedTV	\$300,000	\$1,300,000	333%	21%
OOH (LA & Denver)	\$217,866	\$217,866	-	4%
Print	\$81,659	-	-	-
Digital	\$1,400,000	\$1,730,215	24%	29%
Total (Struck/Love)	\$5,358,473	\$5,590,401	4%	
PPC	\$225,000	\$187,500	-17%	3%
Social	\$368,300	\$275,000	-25%	5%
Total	\$6,361,283	\$6,052,901	-5%	-



# 2019 FLOWCHART

## Utah Office Of Tourism 3 Season 2019 Media



# VIDEO REACH

Platform	TV HHs	%TV HHs	Budget	IMP	Reach	Freq	CPM
National Cable	96,879,200	81%	\$1,842,320	88,149,282	28%	3x	\$20.90
Addressable Cable	67,500,000	56%	\$500,000	13,698,630	9%	8x	\$36.50
Connected TV	70,381,300	59%	\$1,300,000	43,333,333	7%	14x	\$30.00
Totals:			\$3,708,742	145,181,245			\$25.55

Total US TV HHs: 119,900,000

\*National Cable Cost estimates based on :30 spot placement.

# MEDIA PLAN BENEFITS

- Most targeted marketing strategy, with a **narrowed** reach.
- National Connected TV campaign supplemented with mix of Network and Addressable Cable
  - Potential collaboration between SMARI and our Connected TV partner - Surveys will be distributed to people who were exposed to the Connected TV campaign.
  - Arrivalist integration with the entire video campaign, both National TV and Connected TV.
  - Website/location lift study from addressable partners
- TripAdvisor Rich Media competitive campaign - Oxford Economics Impact Study.
- **Retarget past visitors of Utah national parks with video/native content (Pre-Roll, Connected TV, Native).**



**SO WHAT DOES THIS ALL MEAN?**











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## STATE AND FEDERAL PARKS

Outside the densely populated Wasatch Front, home to Salt Lake City, Ogden and Provo, Utah is largely a state of open spaces, welcoming to recreation and adventure of all types. With thousands of miles of trails for hiking or biking, thousands of miles of rivers for fishing, paddling or rafting, and countless wide open places perfect for camping or just stopping to savor the fresh air and blue sky surrounding you.

We've grouped parks together by region as many of the parks are in close proximity to one another and are easily combined on a single trip. In these links, you'll find adventures in every corner of the state, from the azure waters of [Bear Lake State Park](#) to the artifacts left by Ancient Pueblo or Anasazi tribal peoples at [Hovenweep National Monument](#).

Here are a few local favorites to help you start your itinerary building. Select any of the parks listed for maps, photos and other resources.

### Northern

**Bear Lake State Park:** Locals call Bear Lake the Caribbean of the Rockies for the intense blue hues of the water and love the area for the sunny beaches, boating, water skiing and late summer raspberry shakes. Travelers love it for the same reasons and appreciate that it is a convenient detour on trips to/from Yellowstone National Park or Grand Teton National Park.

**Golden Spike National Historic Area:** Commemorating the placement of the railroad spike that served as the final link to the Transcontinental Railroad, Golden Spike is a favorite destination for kids who love the superb replica steam trains, history buffs, and railroad enthusiasts. Recreations of the Golden Spike ceremony of 1869 are held annually.

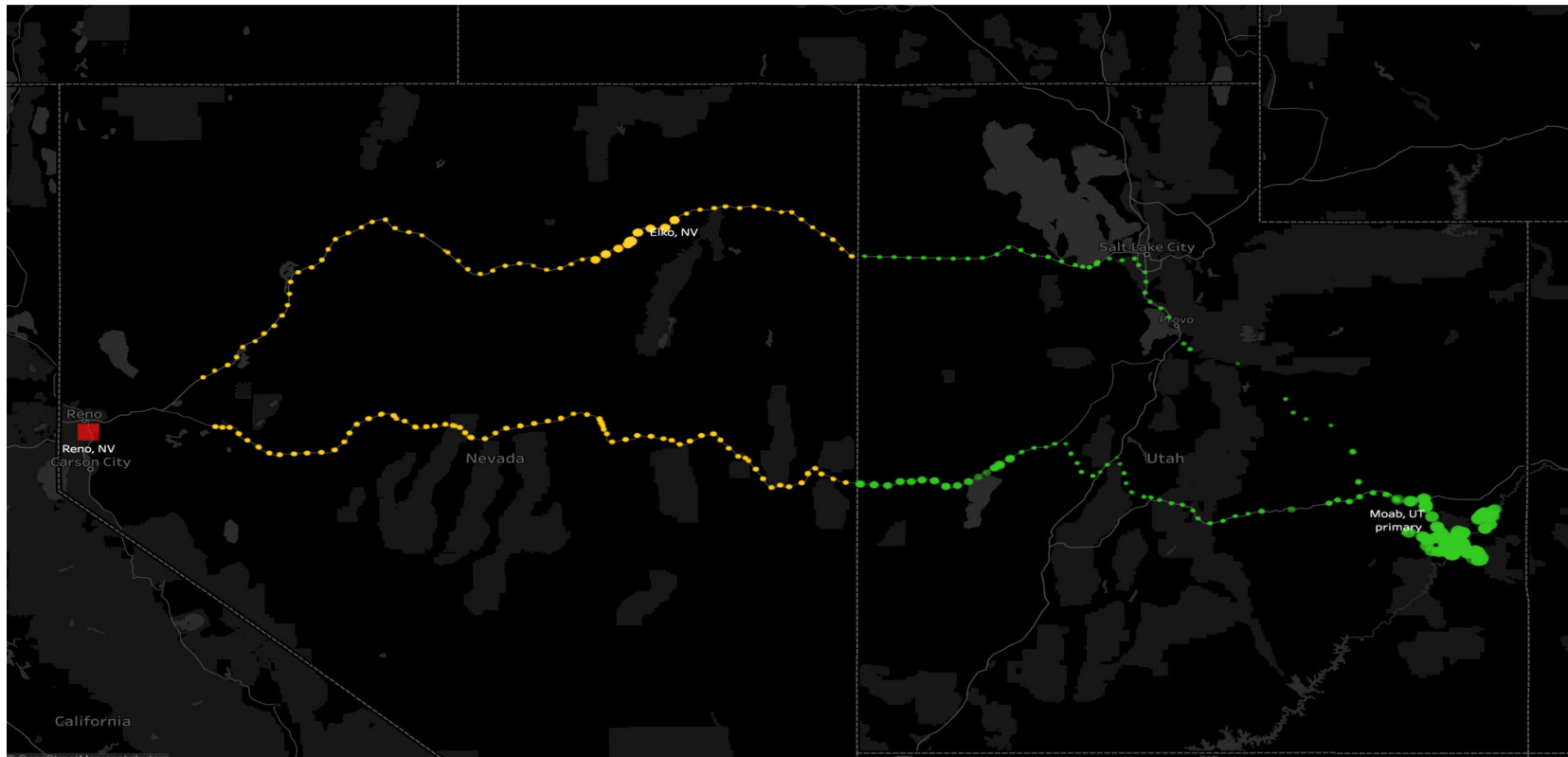
**Antelope Island State Park:** Spectacular birding, free range bison and convenient wildlife viewing on a craggy island in the Great Salt Lake accessed via a scenic causeway. Several trails popular with hikers and mountain bikers traverse the mountainous island and Antelope Island serves as a great launch point to explore the Great Salt Lake by boat or kayak. Historic Gam Fielding ranch house is a well-maintained and entertaining pioneer ranch house.





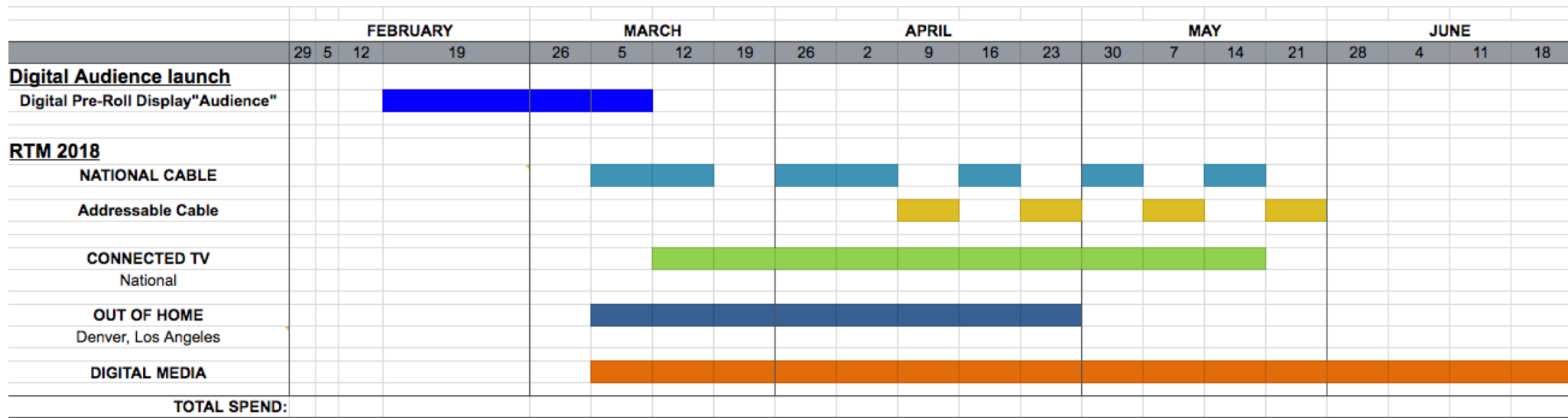


# AVAILABLE THROUGH ARRIVALIST



# 2019 FLOWCHART

## Utah Office Of Tourism 3 Season 2019 Media





Thank You 

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